

REMARKS/ARGUMENTS

In response to the Notice of Allowance dated December 31, 2012, Applicants respectfully request entry of the enclosed amendments (claims 1, 2, 4, 7, 8, 10, 13, 14, 16, 19, 20 and 22) to place the claim in a more preferred form. Specifically, Applicants have deleted the term “first” from “first advertisement” and “enhanced first advertisement,” because a second advertisement is not recited in the claims. Additionally, other antecedence issues have been corrected. No new matter has been added and no new issues are raised.

If there are any questions, the Examiner is invited to contact the undersigned directly at (202) 824-3156.

Respectfully submitted,

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